

Lecture Guide 5.1 Promotion

Standard Five
Students Will Discover The Importance And Elements
Used In Developing A Promotion Mix To Market Sports
Businesses.

Promotion Defined...

Role Of Promotion

Goals Of Promotion

1.
2.
3.
4.
5.
6.

Advertising

-
- Paid For By

Public Relations

-
-
- Maintains A Mutually Beneficial Relationship
Between _____
- Deal With:

Personal Selling

-
- Designed To
- Influence
- Drawback:::

Sales Promotion

-
-

Sponsorship

-
-
- Athlete, League, Team, Event =

Promotion Mix

-
-
-
-
-

Identify:

Media Types

- Media Type Selection Criteria:
-
- Determined By
- Determined By

Media Types:

-
-
-
-
-
-
-
-
-
-

Advertising Schedule

-
-
-

An Advertising Schedule Organizes:

Promotional Budgeting Types:

What it means....

Promotion Plan Elements

- _____
 - Newspaper, TV, Radio, Internet, Outdoor, Transit
- _____
 - Sales Force/Retailer Promotions
 - Special Offers/ Coupons
- _____
 - Special Interest/Co-Promotions
- _____
 - Special Event Sponsorship, Exposure @ Event
- _____
 - Sales Force/Retailer Promotions

Sports Marketing Promotion

Promote the _____

Promote the _____

_____ of events

Persuade to _____

_____ of details:

-
-
-

Promotion Mix for Sports Event

Combination of promotional efforts for _____

Aimed at _____

Utilizes several different _____

Takes Place _____

Utilizes an _____

Evaluated at _____

Sponsor's Promotion Mix

The combination of:

- Advertising
- Personal Selling
- Sponsorships
- Public Relations
- Sales Promotions

Focused on:

Development of Promotion Mix – Project Overview

USOE performance competency “A”

“Develop a promotion plan for a sports property or event”

Overview of suggested elements

1. TV – Storyboard

- minimum of 8 frames w/ script

2. Print – Newspaper print ad

- Color or b/w

3. Radio – Script

- 15, 30, or 60 second script

4. Outdoor

- Billboard or Transit Ad

5. Internet

- Web Site or banner ad

6. Sales Promotion – sales force

- To be implemented by a retailer's sales people

7. Sales promotion - coupons

- To be honored by a retailer/sponsor

8. Public relations – cause marketing

- Special interest marketing effort
- Implemented within an event

9. sponsorships

- Event Marketing w/ specialized exposure
- Title or signature sponsorship
- Naming rights, category sponsorship

Project suggestions

- Students should complete six (6) of the nine (9) elements
- Students may work independently or collaboratively
- Promotions should be unique and not violate copyrights
- School activities and fantasy teams may be the easiest to manage
- Emphasis should be placed on creativity and marketing value
 - As opposed to artwork &/or graphics
- Students should be able to implement the promotion plan